

April 27, 2008

Federal Communications Commission
445 12th Street SW
Washington DC 20554

RE: MB Docket No. 04-233

Dear Commissioners:

I have never written a letter to the FCC concerning a proposed rule change in my entire career. However, my station's existence is severely threatened by the proposed changes before the commission.

Simply put, if the localism rules are implemented as discussed, I will be forced to sell my station and leave the industry. The FCC's changes will place an enormous financial burden on my very small company.

There are only three (3) of us who operate our station. Despite our small staff, our radio station is one of the few stations serving Central Georgia that provides local news every weekday (5 times daily). As the only African American owned radio station in this area, we take that commitment very seriously. We are also one of only two radio stations in the area with a weekly public affairs program hosted by an African American. We are a market leader in "get out to vote" efforts and voter registration. We also promote countless non-profit community events every year.

The proposed changes would cause us to be so burdened with paperwork that I do not see how we could continue to provide the present quality of service to our small community.

Adding around-the-clock staffing at radio stations across the country will also have a negative impact on the financial stability of many operators. It can be as minimal as resulting in cutbacks in other departments to as severe as eliminating broadcasters like myself who see no way to financially survive. This is particularly distressing considering the ever-changing competitive environment created by new media and the current economy.

While I appreciate the FCC's desire to make sure that radio stations are accountable to their local communities, I believe the new regulations will drive the very operators that work hard at this out of the industry.

As a small minority broadcaster, I beg the commission to consider more reasonable initiatives to maintain a diverse group of broadcasters who work hard to serve our communities.

Sincerely,

Michael Roberts
President, Roberts Communications Inc.

